

# KEEN USA Annual Report 2009





## We're Proud of our Ability!

Dear KEEN Families and Supporters:

With economic conditions making our mission of providing free sports and recreation opportunities to children with disabilities all the more imperative, we at KEEN returned to our roots in 2009. Around the country, we relied increasingly on thousands of truly dedicated volunteers, just as we did when we started KEEN in Washington DC 18 years ago. The most dedicated of these volunteers joined KEEN “coaches committees” to plan and lead our programs, continue community outreach, and plan and execute special events. While KEEN has always focused on the benefits of our programs to young people with disabilities and their families, we are reminded that our greatest impact may be on the lives of these very dedicated volunteers. Indeed, as some volunteers have relocated across the country, their first question is: “Is there a KEEN affiliate in my new city where I can volunteer and become involved?”

In 2009, KEEN’s priority was to strengthen and build our existing programs. However, even while enhancing our current programs, individual affiliates found ways to expand, with New York opening a second location in the Bronx, and Greater DC opening a music program Southeast DC. Other affiliates added sessions to existing programs, so that they could serve more young people with disabilities.

KEEN received national grants from PGA Tour Charities, American Amusement Machine Association, Finish Line, Gatorade, ESPN and Nike, as well as continued support from Sonnenschein Nath & Rosenthal LLP. Local affiliates were supported by grants from such organizations as The Missouri Foundation for Health, Thunderbirds Charities, CVS, Lockheed, Variety–The Children’s Charity, the William S. Abell Foundation, the Harry & Jeanette Weinberg Foundation, the Morris & Gwendolyn Cafritz Foundation, the Renaissance Foundation, and the Morrison and Foerster Foundation.

In October, we co-hosted, with our Greater DC affiliate, KEENFest: a spectacular dinner and silent auction, emceed by Stuart Scott of ESPN and Mike Wilbon of the *Washington Post* and ESPN. KEENFests were also held around the country in New York, Chicago and St. Louis, with San Francisco dressing it up for KEENGala, and Los Angeles playing “Trivia” at their KEENBenefit.

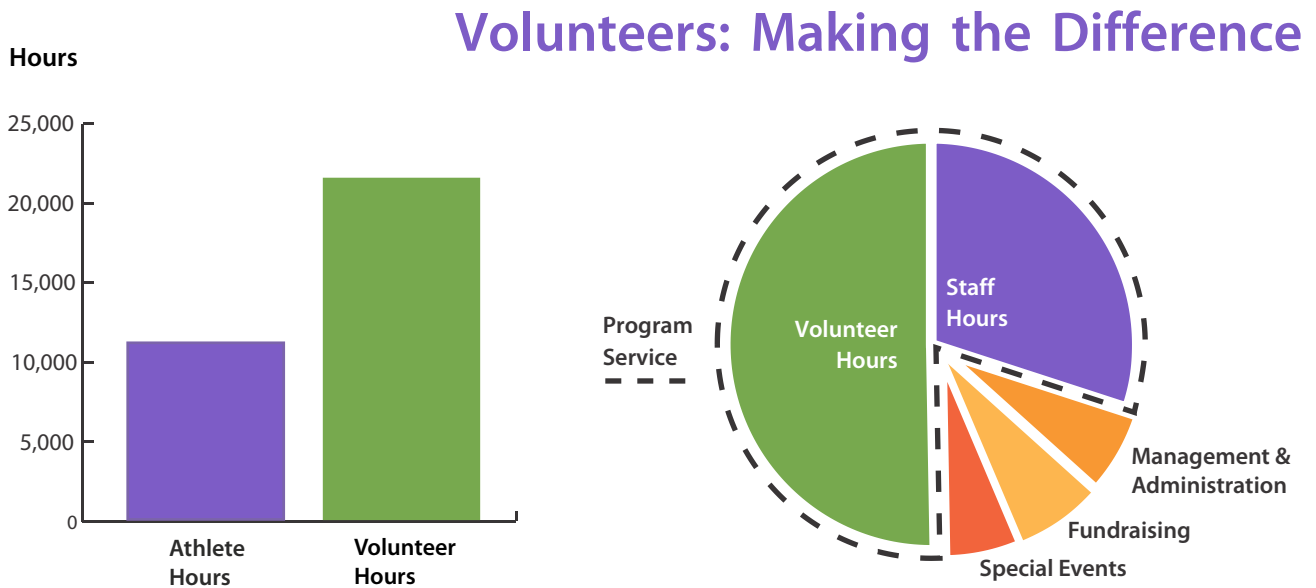
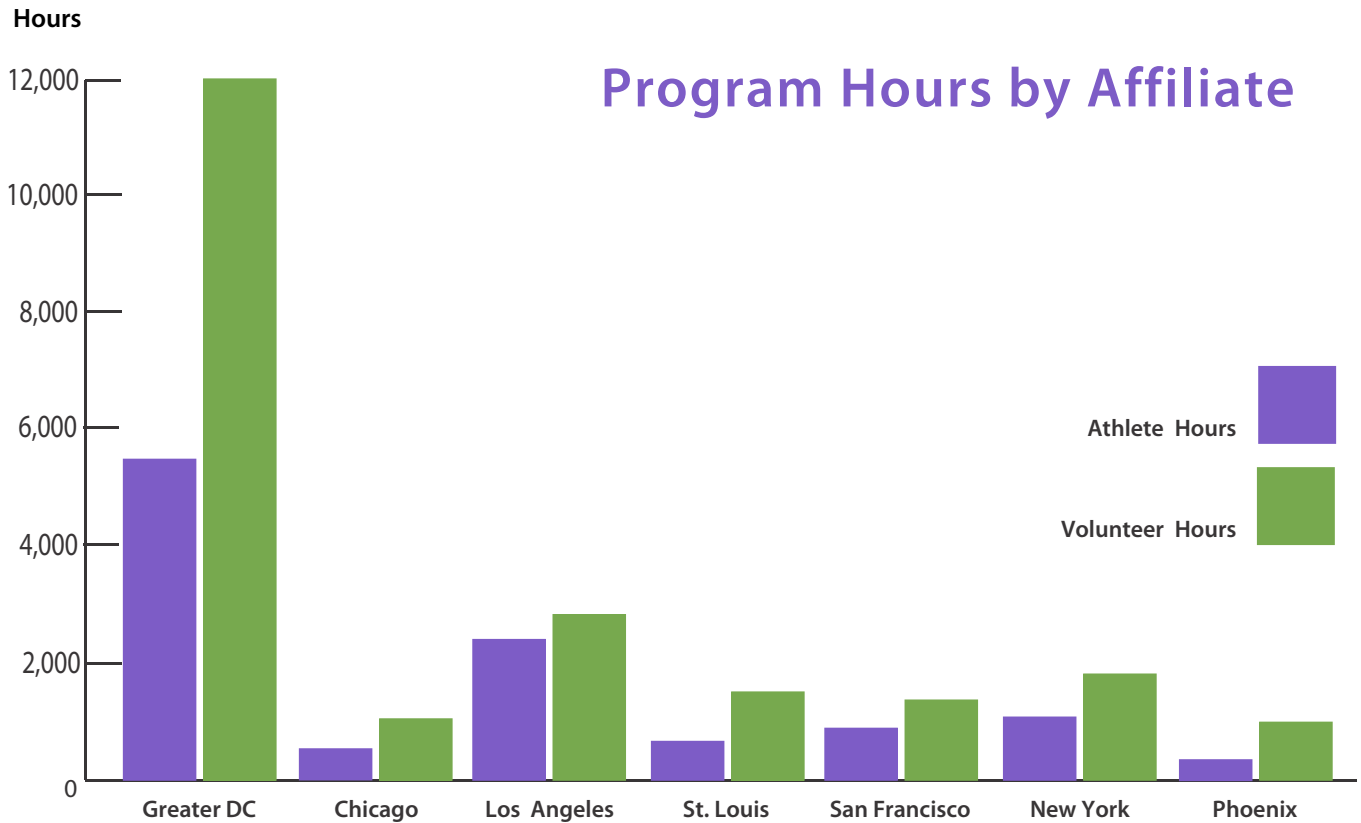
And the accolades for our efforts continued to mount, with each of our affiliates winning awards and praise in their communities. From the *2009 Stellar Performance Award* by Variety–The Children’s Charity of St. Louis, for our St. Louis affiliate to the award bestowed on our New York programs by Mayor Bloomberg during a New York Yankees game, the success of our affiliates continues to merit attention.

Despite differences in demographics and geography, we remained heartened as we travel from one affiliate to the next that KEEN looks like KEEN wherever it is held. We see the same smiles on the faces of our athletes and volunteers as they follow KEEN’s very simple premise of pairing trained volunteers with young people with disabilities, letting them discover—together—exactly what they can do. It makes us all proud of our ability!

*Elliott & Estee*

Elliott & Estee Portnoy,  
Founders

# The Program Picture



KEEN's volunteers donated 1.9 hours per athlete hour...

... contributing over 21,500 hours, valued at approximately \$450,000, when using Independent Sector's hourly rate for 2009.

# The Financial Picture

## Statement of Activities

Kids Enjoy Exercise Now Foundation, Inc.  
and Affiliates

For the year ended 12/31/2009

Revenues and Support	Dollars
Grants and Foundation Support	191,781
Contributions - Affiliate Support & Development	175,000
Contributions	166,087
Special Event Revenues	553,522
Donated Services, Facilities & Materials	133,818
Investment Income	1,423
<b>Total Revenues and Support</b>	<b>1,221,631</b>
<b>Expenses</b>	
Program Services	549,725
Supporting Services	
Management & Administration	115,016
Fundraising	89,530
<b>Total Supporting Services</b>	<b>204,546</b>
Special Events	265,618
<b>Total Expenses</b>	<b>1,019,889</b>



Revenues and Support

## Statement of Financial Position

Kids Enjoy Exercise Now Foundation, Inc.  
and Affiliates

For the year ended 12/31/2009

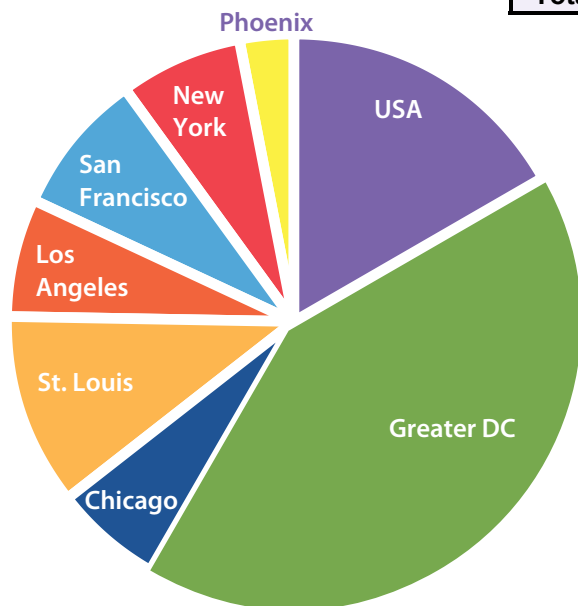
Assets	Dollars	Liabilities and Net Assets	Dollars
<b>Current Assets</b>		<b>Current Liabilities</b>	
Cash and Cash Equivalents	569,527	Accounts Payable	7,798
Pledges Receivable	213,718	Accrued Expenses	3,493
Prepaid Expenses	8,997	<b>Total Current Liabilities</b>	<b>11,291</b>
<b>Total Current Assets</b>	<b>792,242</b>		
<b>Fixed Assets</b>		<b>Net Assets</b>	<b>788,392</b>
Computer Equipment (Net of \$12,394 in Accumulated Depreciation)	7,441		
<b>Total Assets</b>	<b>799,683</b>	<b>Total Liabilities and Net Assets</b>	<b>799,683</b>

# Expenses – A Closer Look

## Statement of Functional Expenses Kids Enjoy Exercise Now Foundation, Inc. and Affiliates

For the year ended 12/31/2009

Program Services	Dollars
Sports Programs	456,516
Swim Programs	57,210
Bowling Programs	10,529
Music Programs	25,470
Special Events	265,618
<b>Total Program Services</b>	<b>815,343</b>
Supporting Services	
Management and General	115,016
Fundraising	89,530
<b>Total Supporting Services</b>	<b>204,546</b>
<b>Total Expenses</b>	<b>1,019,889</b>



## Total Expenses by KEEN USA and KEEN Affiliates

Kids Enjoy Exercise Now Foundation, Inc. is a 501(c)3 nonprofit organization, donations to which are tax deductible to the fullest extent of the law. Please consult your tax advisor for further information.

A copy of our current financial statement is available upon request by contacting KEEN USA, or on our website at [www.keenusa.org](http://www.keenusa.org).

# KEEN USA — 2009 Donors

## \$50,000+

Sonnenschein Nath & Rosenthal LLP

## \$30,000+

CVS Caremark Charitable Trust

## \$20,000+

Gatorade

Marriott International

## \$10,000+

American Amusement Machine Association

William S. Abell Foundation

Bates Creative Group

Morris & Gwendolyn Cafritz Foundation

Gompers Habilitation Center

High Ridge YMCA

HSC Foundation

KPMG LLP

Missouri Foundation for Health

Montgomery County, Maryland

New York City Department of Parks and Recreation

PGA Tour Charities, Inc.

St. Louis University High School

Harry & Jeanette Weinberg Foundation

## \$7,500+

Davis Wright Tremaine LLP

Finish Line Youth Foundation

John C. Grimberg Co., Inc.

Daryl & Sondra Nickel

PNC Bank

Estee & Elliott Portnoy

## \$5,000+

Anonymous

Appel Family Foundation

The Bozzuto Group

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ESPN

Mattress Warehouse

Maximus Foundation

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Steven Velkei

United Way of the Bay Area

United Way of the National Capital Area

Wells Fargo

## \$4,000+

Accenture

CVS Corporation

The Donohoe Companies

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Jordan Brand

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Variety, The Children's Charity of Southern California

Washington Sports Club

## \$2,500+

4 Star Tennis Academy

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Anonymous

Anonymous

Bennett Group Financial Services

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Venable Foundation

**\$1,000+**

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